

Sample Radio Public Service Announcement Scripts

60 Seconds:

On February 17, 2009, television will undergo the biggest change since color was introduced in the 1950s. That's the date on which analog television broadcasting will end. Most stations are currently broadcasting in two formats - digital and analog. Those of us with digital television sets are already enjoying better picture quality. Those with the older analog sets are still getting programming as we always have. But that will change on February 17, 2009, when the analog signals will stop. After that date, if you get TV broadcasts with an antenna over the air, you will receive only digital signals.

That doesn't mean you need to get a new television set. There will be converter boxes to change the digital signal to one that analog sets can receive. Of course, the picture and sound will not be digital quality. If you currently receive your programming through a satellite or cable provider, ask your provider what equipment you will need and when. If you get your signal over the air, you will have to get a converter box for your analog set. For more information on the digital conversion, including information on a government coupon program for converter boxes, go to www.dtv.gov.

This message is brought to you by (local organization) and (station).

30 Seconds:

On February 17, 2009, U.S. analog television broadcasts will end. If you don't have a digital TV and don't want to get one, you'll have to convert the DTV signal to one your analog TV can get. If you receive your signal over the air, you will have to get a converter box for your analog set. For more information on the digital conversion, including information on a government coupon program for converter boxes, go to www.dtv.gov.

This message is brought to you by (local organization) and (station).

15 Seconds:

On February 17, 2009, U.S. analog television broadcasts will end. This may affect the way you get your television programming after that date. For information on the digital conversion go to www.dtv.gov.

This message is brought to you by (local organization) and (station).

10 Seconds:

On February 17, 2009, big changes are coming to the way we watch television. Make sure you're ready for the digital transition. For information, go to www.dtv.gov.

This message is brought to you by (local organization) and (station).